

Generating a product recommendation using a bar code scanner

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Abstract of GB2386235

Personal data pertaining to a consumer's needs and habits are stored in an electronically readable format 14 that can be accessed by a server system 20. The consumer 110 scans the bar code 41 of at least one product and the electronic bar code identifier is electronically transferred from the barcode scanner 42 via a personal computing device 40 to a remotely located server system 20. Under control of the server system, the bar code identifier is matched to a specific product. Then a database 24 containing information about the specific product is accessed along with the consumer's personal data 14 and the information about the specific product is compared to the customer's personal data. Finally a product recommendation 26 is produced and is transferred back to the portable computing device 40.

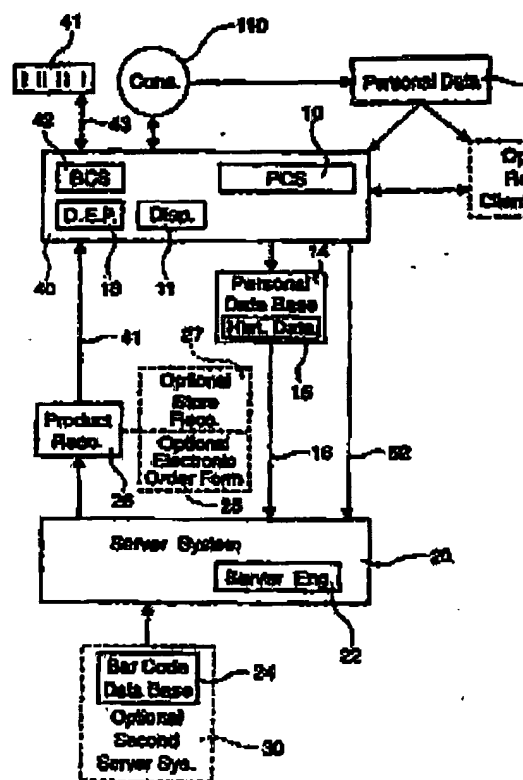


Figure 1

Data supplied from the esp@cenet database - Worldwide

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